# **AGENDA**

Stadium Authority Meeting 99-500 Salt Lake Boulevard Aiea, Hawaii 96701 June 28, 2007

- I. Call to Order
- II. Approval of Minutes of May 24, 2007
- III. Monthly Report
  - A. Chairman's Report
  - B. Stadium Manager's Monthly Report
  - C. UHAD Monthly Report
  - D. Centerplate/Swap Meet Monthly Report
  - E. Hawaii Malls Inc. Monthly Report
- IV. Approval of Events
  - A. Oahu Pop Warner- Football Coaches Certification July 21, 2007- Saturday
  - B. Oahu Interscholastic Association

OIA/ILH Inter-League Football Games August 12, 2007- Friday

OIA Semi-Finals November 2, 2007- Friday

OIA Championships November 9, 2007-Friday

C. Dan Cheu/Wayne Yoshino

Youth Football Bowl Games December 8, 2007- Saturday

#### D. Michelle Kakaza

HUGS Charity September 29, 2007- Saturday September 15, 2007- Saturday (alternate date)

E. Silva Entertainment Car Show August 11, 2007 - Saturday

# V. Unfinished Business- Discussion and Appropriate Action

A. Stadium Signage- Report and discussion to provide self-containing signage in the stadium parking lot.

# VI. New Business- Discussion and Appropriate Action

- A. Stadium Manager Salary-report and appropriate action on the new salary level for the Stadium's Manager position.
- B. Drifting Events- Report from Representative Lynn Finnegan on the Neighborhood Boards concerns of future Drifting Events that will be held in the Aloha Stadium Lower Halawa parking lot.
- C. Aloha Stadium Task Force- Discussion to create an Aloha Stadium Task Force and to determine who should participate in this workshop.

## VII. Executive Session

A. Approval of minutes for Executive Session that were held on May 24, 2007.

VII. Next Meeting July 26, 2007

VIII. Adjournment



# An Agency of the State of Hawaii

Stadium Authority Meeting 99-500 Salt Lake Boulevard Aiea, Hawaii 96701 June 28, 2007

Members Present

Kevin Chong Kee, Chairman

Kay Ahina

Marvin Fong

Kathryn Inouye

Marcia Klompus

Kenneth Marcus

Nelson Oyadomari Alan Tamayose

Alexander Kane, Jr.

Staff

Scott Chan

Deborah Ishihara

Kenneth Tong Stephen Lee Kenneth Tong

Shawn Nagata

Patrick Leonard

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Others

John Dellera, Deputy Attorney General

Russ Saito, DAGS Comptroller

Roger Reeves, Centerplate

Davy Murayama, Centerplate

Farah Cabrera, Centerplate

Reid Mizuguchi, Hawaii Malls, Inc.

Herman Frazier, UH Athletic Director

James Cablay - Swap Meet Association

Representative Lynn Finnegan

Carrie Kealoha, Rep. Finnegan's Office

Ferd Lewis, Honolulu Advertiser

Chad Blair, Pacific Business News

# I. <u>CALL TO ORDER</u>

A quorum being present, Chairman Kevin Chong Kee called the meeting to order at 10:08 a.m.

## II. APPROVAL OF MINUTES – MAY 24, 2007

Member Kay Ahina corrected page three, last paragraph, line 13 to read: If the attendance reaches 50,000, two <u>additional</u> trailers would be added. She also corrected page 4, first paragraph, last line to read: Mr. Tong also mentioned that trailers may be brought into the stadium during the construction projects, which may occur and be available during the football season.

ON A MOTION BY MEMBER MARCIA KLOMPUS AND SECONDED BY MEMBER KAY AHINA, THE BOARD UNANIMOUSLY APPROVED THE MINUTES OF THE MAY 24, 2007 MEETING AS CORRECTED.

# III. MONTHLY REPORT

# A. Chairman's Report

Chairman Chong Kee announced that Representative Lynn Finnegan is present and will be speaking during the latter part of the meeting.

# B. Stadium Manager's Monthly Report

### Stadium Signage

Currently we are discussing other options with DAGS Public Works to consider the feasibility of this project since the cost has not been budgeted for.

# Media Coverage

In an effort to keep the public informed of events at the stadium and the changes that will take place during the 2007 Football Season, we have appeared on the Bobby Curran show, Leahey & Leahey show, and the Quarterback Club. All comments made by the press have been very positive.

# National Football League (NFL) - Draft

Discussed with Frank Cuce of NFL the possibility of holding the draft at the Stadium and was advised it would take a great deal to move it to Hawaii; also that it is normally located only in the State of New York, i.e. Madison Square Garden.

## Security Command Booth

Working with NFL to establish a permanent command booth for the Pro Bowl in Section EE, yellow level. This will allow us to keep our security staff separate from NFL during any emergencies that may occur. The command booth will also be available for other events.

## Extreme Make-Over

We were able to accommodate the Promoters of the Extreme Make-over (project in Kalihi), for the use of our parking lot at an income of \$6,000. It also gave us an opportunity to participate in a very worthwhile community project.

### Team Building Seminar

All full time Stadium employees, as well as employees from other DAGS divisions attended a two-day seminar on team building and communications. Jim Bagnola presented an energetic, charismatic and very animated seminar, which proved to be very successful as a result of the participation and comments made by the attendees. This was the first step in our Stratetic Plan, and our intent was that the employees: 1) They learned a little more about themselves through the individual assessments, and 2) How important it is to be a team player. We hope to continue the momentum and meet with the Strategic Plan Committee to plan the next step.

#### Front Office Renovation

Completion should take place in approximately two weeks.

### **Evacuation Procedures**

In preparation of the upcoming football season, Acting Events Manager, Stephen Lee has completed the Evacuation Procedures.

#### Personnel

The ongoing part-time training and hiring for the upcoming season is in progress and should be completed very soon. Also, the full-time staff is almost completed and should be in place at the start of the 2007 Football Season.

#### Rain Concert

The concert did not take place on June 15, 2007 as previously scheduled. Refunds are being issued to those who purchased tickets. There are still some pending issues and it is not certain if the concert has been cancelled or postponed. The Stadium did obtain a deposit which will cover the expenses incurred.

#### License Agreement Survey

A report will be made by Patrick Leonard on the results of the survey.

# Swap Meet

We are experiencing more burglary and theft occurrences than in previous months and are taking precautionary measures by seriously addressing each situation.

With reference to the Monthly Security Report, Member Kathryn Inouye suggested that the Board be provided with a summary of critical items in lieu of a detailed report. Mr. Chan said he will provide a summary for the Board. She also noted that it will not be necessary to provide a monthly Financial Report; she suggested a quarterly report, as well as individual reports for major events. Manager Scott Chan agreed and said he is working with his Administrative staff to establish a more consistent procedure.

## C. UHAD Monthly Report

Athletic Director Herman Frazier congratulated the Board on its selection of Scott Chan as the new Stadium Manager and expressed his appreciation for all that Mr. Chan has done for UH. He also said in preparation for the upcoming football season, they will be following up with Mr. Chan and staff on some parking matters that were on the minutes of our previous meeting.

## D. <u>Centerplate/Swap Meet Monthly Report (report distributed)</u>

Mr. Chan reported that weekly meetings have taken place with Centerplate and the Vendors' Association which have resulted in very healthy dialogue. We are addressing many issues and concerns to help us understand the needs of both sides, in our efforts to create a better venue for everyone to enjoy.

Farah Cabrera announced the Swap Meet will be having a back-to-school fashion show during the first week in August. There will also be a Milkcap (POGs) Tournament July 7-8, 2007. The May attendance decreased by 9% from the previous year.

With reference to the Vendors' Association, Chairman Chong Kee requested that Roger Reeves provide the following information at the next meeting:

- 1. Who are the members? How many are there?
- 2. Are the members elected by the vendors?
- 3. What is the process for a vendor to be on the board?

- 4. Do they have regular scheduled meetings.
- 5. Are there any by-laws.

James Cablay proceeded to answer some of the questions.

- 1. The Vendors' Association was founded in 2000.
- 2. It's a non-profit association, with by-laws,
- 3. Annual meetings occur on the second Sunday in September, where there is an open election for every board member.
- 4. The Association does not represent 100% of the vendors. It does represent a good portion of the D-E-F rows, which are the moneymakers for the Swap Meet.
- 5. Mr. Cablay said he is the president but will be resigning in September for personal reasons.
- 6. We have had some healthy dialogue.

Member Inouye said a few months ago the Board talked about a mission statement for the Swap Meet and the objectives were to move forward with ongoing meetings and have discussions on how to increase revenues and to take a look at several other aspects of the business -how it's being run, including the rules and everything else. She asked when can we get an update on the status.

Mr. Chan responded by saying that currently some issues have occurred pertaining to two major rules (Nos. 10 and 37) which they are trying to resolve. Attorneys are involved and we are hoping to have this in place very soon so we can move forward.

Member Inouye inquired if Centerplate is tracking the number of vendors that we have lost in comparison to the vendors that have come in. The other question is when they lose a vendor, is there some sort of survey or exit interview as to why they are terminating their relationship with the Swap Meet or Centerplate. Mr. Chan said the problems we are presently faced with involve the two rules that directly affect the vendor and buyer counts. Our biggest concern is the need to be creative in attracting more buyers which in turn will increase the vendor count.

Member Klompus asked who sets the rules. Deputy Attorney General John Dellera stated there are no formal administrative rules, but under the

> management contract one of Centerplate's responsibilities is to supervise the vendors pursuant to the plan that is approved by the Stadium.

# D. Hawaii Malls, Inc. Monthly Report

Reid Mizuguchi reported the Stadium received media insertion orders from Horizon Media and OMD Media for new advertisers for the following inventory:

- 1. South end zone rooftop panels.
- 2. Overhead vomitory panels on the main concourse (facing exit traffic).
- 3. Main entrance wall mural, near Gate 3.
- 4. Upper bridge concourse banner on Northwest pivot section.
- 5. Also received a commitment from the Harris Agency for a rooftop banner above the Box Office

They are also working to finalize an agreement with Micro Target Media (MTM) on portable restroom wrap advertising graphics. There is a proposal to add 25-30 additional portable restroom units inside Gates 5 and 8 on the lower walkways.

Member Ahina clarified that we are now talking about portables versus the executive trailers that were previously discussed. Mr. Mizuguchi said they can be grouped together or separate. She also inquired and Mr. Chan confirmed that, if acceptable, the portables will be available when the gates open.

Mr. Chan said we are still trying to provide the best that we can offer, hopefully at no cost to the Stadium or UH and we are working closely with Mr. Tong and Mr. Mizuguchi on this matter.

Member Ahina requested information on the advertising revenue. Mr. Mizuguchi stated last year's revenue at \$300,000 and this year's at \$378,000.

Member Inouye inquired if there are other opportunities to sell more ads for the football season. Mr. Mizuguchi stated there are three more areas that would generate an additional \$50,000 in revenue.

## IV. APPROVAL OF EVENTS

# A. Oahu Pop Warner - Football Coaches Certification

July 21, 2007 - Saturday

A MOTION WAS MADE BY MEMBER MARCUS AND SECONDED BY MEMBER KANE TO APPROVE THE EVENT. THE BOARD VOTED UNANIMOUSLY TO APPROVE THE MOTION.

# B. Oahu Interscholastic Association

## OIA/ILH Inter-League Football

August 12, 2007 – Friday

OIA Semi-Finals

November 2, 2007

**OIA Championships** 

November 9, 2007 - Friday

A MOTION WAS MADE BY MEMBER MARCUS AND SECONDED BY MEMBER KANE TO APPROVE THE EVENTS. THE BOARD VOTED UNANIMOUSLY TO APPROVE THE MOTION.

# C. Youth Football Bowl Game

December 8, 2007 – Saturday

A MOTION WAS MADE BY MEMBER MARCUS AND SECONDED BY MEMBER INOUYE TO APPROVE THE EVENT. THE BOARD VOTED UNANIMOUSLY TO APPROVE THE MOTION.

## D. HUGS Charity

September 29, 2007 – Saturday

September 15, 2007 – Saturday (alternate date)

A MOTION WAS MADE BY MEMBER KLOMPUS AND SECONDED BY MEMBER AHINA TO APPROVE THE EVENT. THE BOARD VOTED UNANIMOUSLY TO APPROVE THE MOTION

# E. Silva Entertainment – Car Show

August 11, 2007 – Saturday

A MOTION WAS MADE BY MEMBER AHINA AND SECONDED BY MEMBER KANE TO APPROVE THE EVENT. THE BOARD VOTED UNANIMOUSLY TO APPROVE THE MOTION.

#### V. UNFINISHED BUSINESS

A. <u>Stadium Signage – Report and discussion to provide self-containing signage in the stadium parking lot</u>.

Comptroller Russ Saito stated there are two options: 1) Construct a permanent sign, which will require building permits, etc., or 2) Have a trailer-mounted self contained unit, with a generator, power, etc. A 10x15 sign could run approximately \$100,000. Since no money has been set aside for this, the question is, can the Stadium's operating budget accommodate that cost.

Both Members Marcus and Klompus recalled that the information they received from Steve Bourque of Centerplate indicated a cost from \$30,000 - \$40,000 for several event announcement type signs.

Comptroller indicated if the Board wants to obtain the sign this year, the expense would have to come from the Stadium's budget; but if it's for next year, it could ask for an appropriation from the Legislature by submitting a good plan.

Comptroller Saito suggested that there be more discussion on this matter. Chairman Chong Kee recommended that Member Marcus set up meetings with Mr. Chan, Mr. Tong, Centerplate and UH. Member Marcus requested that Comptroller Saito send him the information again on the cost of signage.

#### VI. NEW BUSNESS -

A. <u>Stadium Manager Salary – report and appropriate action on the new salary level for the Stadium's Manager position.</u>

Chairman Chong Kee informed the Board that effective July 1, 2007, the salary level of the Stadium Manager was increased from \$81,463.32 to \$85, 574.92 and requested their approval.

A MOTION WAS MADE BY MEMBER KLOMPUS AND SECONDED BY MEMBER FONG TO APPROVE THE STADIUM MANAGER'S SALARY INCREASE. THE BOARD VOTED UNANIMOUSLY TO APPROVE THE MOTION.

B. <u>Drifting Events – Report from Representative Lynn Finnegan on the Neighborhood Board's concerns of future Drifting Events that will be held in the Aloha Stadium Lower Halawa parking lot.</u>

Representative Lynn Finnegan said she represents Lower Pearl Ridge, Aiea (does not include the mauka side of the freeway except for Moanalua Valley), a portion of Kalihi and the area surrounding Salt Lake.

Rep. Finnegan stated in reviewing what has happened in the past six to seven months with reference to drifting overall, she has identified areas in which her office can communicate better with the Authority. She personally experienced getting calls at her home from the community explaining to her how bad the screeching noise was from drifting. After the drifting events in January and February, her office sent out letters (approx. 800) to the Haleiwa, Crosspoint, and Foster Village residents. Although the response weren't a lot (50), the majority of the responses checked off #2 and #3 of the questionnaire:

- 1. I support drifting,
- 2. I support drifting, but I do not like the noise
- 3. I do not like drifting and I do not like the noise.

She shared the intensity of the kind of noise that was experienced by the community. In a qualifying drifting event, there is an ongoing screeching noise (one car starts and before it ends, the next car starts – it is continuous). Many of the residents had to leave their homes to get away from the noise. They described the noise as a constant fingernail scratching a chalk board.

Rep. said in their meetings with the Neighborhood Boards, they included

Punish UM Motorsports and the members were sympathetic with their situation in trying to find a permanent location for their sport. Above and beyond that, it's the type of noise and the quality of life – the disruption of a good quality of life because of the noise issues.

Rep. Finnegan stated their goal is to try and find an alternate site for drifting. However, they cannot ignore the fact that many of the community members just don't want it at Aloha Stadium.

Rep. Finnegan offered her assistance on any other matters if the Stadium has a need for community response - she will gladly work with us to achieve that.

Member Klompus asked Rep. Finnegan what she would like the Board to do. She stated she does sympathize with Punish UM Motorsports, but first and foremost is her obligation to the community and their quality of life. She requested if at all possible that no other drifting be approved and then if there is a possibility of somehow retracting the Stadium's obligation to the drifting events. She would like to be able to communicate to the community some kind of commitment from the Stadium Authority that they will no longer allow drifting which may ease the pain of them having to go through some of the events that the Stadium is already committed by a contract in working with the community.

Comptroller Saito stated he testified on a bill to appropriate money to create a study for a motorsports complex, but the bill did not pass. He is presently working on a site in Kalaloa which belongs to the Department of Defense (DOD) and should receive word very soon. Should it be approved and because it is State land and the DOD is not in the business of running sports facilities, the Stadium would have to sign the contract.

A MOTION WAS MADE BY MEMBER FONG AND SECONDED BY MEMBER INOUYE THAT THE STADIUM AUTHORITY IS NOT INCLINED TO APPROVE FUTURE DRIFTING EVENTS AT THE STADIUM IN VIEW OF THE CONCERNS AND OBJECTIONS THAT HAVE BEEN RAISED BY THE COMMUNITY.

## Discussion

Member Ahina wanted to go on record that she previously voted against drifting. Member Oyadomari said it would be difficult for him to vote for the motion since he previously voted for drifting.

Member Kane said he recalls the Board voted for drifting because they consented to changing their hours to a day event.

Member Marcus said it was never our intention to establish a drifting program at the stadium and our purpose was to provide a temporary location and he does not have a problem after receiving information from Rep. Finnegan to vote against it.

Member Tamayose said he previously voted yes for drifting but is now inclined to vote against it after having heard from the neighborhood boards.

Member Inouye stated the Board has already done its test of the drifting activities and it has heard from the neighborhood boards. It is clear that the neighborhood boards have voted and unlike concerts where there is a way to control the noise level, there is no way to abate the screeching sounds from drifting. She noted that she empathizes with the drifters but by approving more events, we are satisfying 30-40 drifters but severely compromising the peaceful enjoyment of hundreds of individual residents. Ms. Inouye stated the Board helped the drifting with their international event but does not feel the Board should support future events.

THE MOTION PASSED ON A 5-2 VOTE BY THE STADIUM AUTHORITY, WITH MEMBERS KLOMPUS AND AHINA VOTING AGAINST. MEMBERS OYADOMARI AND KANE ABSTAINED.

A MOTION WAS MADE BY MEMBER MARCUS AND SECONDED BY MEMBER KLOMPUS TO DIRECT CHAIRMAN CHONG KEE TO WRITE LETTERS TO THE GOVERNOR AND THE MAYOR REQUESTING THAT THEY RENEW EFFORTS TO FIND A SUITABLE LOCATION FOR MOTORSPORTS ON THE ISLAND OF OAHU AS SOON AS POSSIBLE. THE BOARD UNANIMOUSLY APPROVED THE MOTION.

C. Aloha Stadium Task Force – Discussion to create an Aloha Stadium Task Force and to determine who should participate in this workshop.

Chairman Chong Kee stated at the last meeting the Board discussed creating an Aloha Stadium Task Force to get more people involved in the renovation of the Stadium. It was also suggested that a workshop be conducted by DAGS at Aloha Stadium, inviting different sectors of the community, i.e., legislators, people from the construction industry and those with technical expertise. The purpose is to share with them the kind of repair work that is needed for the Stadium.

Comptroller Saito stated it would involve a series of briefings and that the first part would be to demonstrate rust, but that the stadium is safe and show them where the problems are.

There would have to be additional briefings to show that it is very restorable and present the argument as Scott did at the Quarterback Club that by restoring the stadium it will be as good as a new stadium and it will not be necessary to spend \$300 million dollars over and above that to build a new stadium. He explained, just go into three stages:

- 1. Stadium is safe.
- 2. If it's refurbished it will be like a new stadium.
- 3. Any revenue enhancing potential beyond that is a third stage.

Member Klompus suggested that we do the safeness as soon as possible.

Member Inouye inquired about the Sunshine Law relative to having two or more Board members on the Task Force. Deputy Attorney General Dellera stated it is not a problem for the entire Board to participate in private discussions with the Comptroller as long the discussions are limited to the financial requirements of the Stadium.

Comptroller Saito suggested since we have all the studies and consultants' recommendations, that he could get together with one or a designated subset of the Board and map out the strategy. The stadium has \$1.0 million for design and \$12.0 million for construction that that has been authorized. He also noted that DAGS has already met with Mr. Chan and his people and has decided what has the highest priority. By the time we meet with everyone, we will be prepared and all the safety issues will be addressed.

Both Comptroller Saito and Member Inouye agreed that the main objective of the Task Force is to obtain the funds, refurbish the stadium and make it like new again, versus finding a new site and constructing a new one. Comptroller Saito stated the timeline will be by the end of the year.

Member Oyadomari recommended Member Inouye to be part of the subset.

# VII. Executive Session

12:25 P.M.

A MOTION WAS MADE BY MEMBER OYADOMARI AND SECONDED BY MEMBER FONG TO GO INTO EXECUTIVE SESSION TO APPROVE THE MINUTES FOR THE MAY 24, 2007 EXECUTIVE SESSION. THE BOARD VOTED UNANIMOUSLY TO APPROVE THE MOTION.

THE MEETING RECONVENED AT 12:25 P.M.

VIII. NEXT MEETING

July 26, 2007

IX. ADJOURNMENT

12:30 p.m.

KEVIN CHONG KEE

Chairman

Recorded by:

Diana Ho

Approval Date:

July 26, 2007